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Iris Preview for '42



**COOLEY'S GARDENS
SILVERTON, OREGON**

Return Postage Guaranteed

SEC 562, P. L. & R.
U. S. POSTAGE
PAID
Permit No. 19
Silverton, Oregon

Harold J. Clay
Woodridge Garden Club
2603 Monroe St., N.E.
Washington, D. C.

ALWAYS THE LAST WORD—*First!*

REMEMBER THESE CATALOGS? If you have been an iris fan for several seasons you will remember every one of them. The chances are right good that you will have them all tucked away as so many prized keepsakes. And even though you may have received only the last one or two, you must know the storehouse of beauty, accurate descriptions, and meaty iris lore that is packed within their pages.

COLOR . . . lots of it, made from kodachromes of the actual flowers.

NEW INTRODUCTIONS . . . from sources far and near, and especially the famous seedlings of Dr. R. E. Kleinsorge.

FEATURES . . . an array of collection offers in every issue . . . the "Unofficial Iris Symposium" of most popular iris . . . the chatty and instructive booklet "Let's Talk About Iris" . . . knowledge and pointers gleaned from iris travels that would do credit to a Marco Polo or a Gulliver, and passed on to you via these printed pages.

Cooley's catalogs, passing in review, comprise a cavalcade of what has taken place in iris advancement for a decade



and now **1942 . . .**

That question mark . . . and those empty pages of white paper. What will they be like? Will the series continue? For the answer—your answer—turn page.



This Iris is **"TOBACCO ROAD"**

It is a glowing golden brown self, just the color of a tobacco leaf, and one of the most beautiful and distinct things that we have ever seen. Produced by Dr. Kleinsorge, it will be introduced this year, along with ORMACO, the first Ormohr seedling, and two other exceedingly fine varieties from his garden. One of them is coppery plum, the other a pinkish affair with yellow standards.

Would you like to see them in color?

Of course you would! And we would like to show them to you just that way. What's more, we can do it, for we planned on it last

spring when they were in bloom and had the necessary work done then. Last fall, with rising prices evident, we ordered the tons of glossy enameled paper that goes into our catalogs....and now it is stacked in the warehouse, ready to start rolling on the presses.

But this is a moving, changing world. Costs of everything have boomed sky high, so high in fact that before we can go ahead with our usual plans we must have assurance that those on our mailing list actually want the catalog, and that there is a sufficient number sincerely interested to justify the additional expense. Color in a catalog means ~~thousands and thousands of copies....the unit cost of a limited~~ few would be prohibitive. Color means five trips through the presses instead of just one!

Now our catalogs have always been free. The 1942 issue will likewise be free, whether it is a fit companion to those which have gone before or a less pretentious and simpler edition in plain black and white. And right here is where we need your help, and where we give you something in return for your cooperation.....This is the situation: we have 30,000 of you on our mailing list; many thousands of you are customers, but a vast number must of necessity be dropped from the list. Obviously we have no way of knowing who is no longer interested, and still we want to keep in contact with all of you who are iris minded. If you really want another iris catalog that you will be proud to own, just as colorful and richly gotten up as in prior years, with its pictures, collections, newest novelties, and latest symposium of 100 best iris, would you not be willing to attach a dollar to the enclosed coupon and mail it to us with the understanding that it entitles you to a full dollar's worth of iris selected from the 1942 catalog?Not to pay for the catalog, mind you, but rather to assure us that your copy is sincerely desired and to enable us to clear all names from our list where interest is only slight.

If you have never ordered before, or if it has been several seasons since you have done so, your dollar will prove to you that finer rhizomes cannot be procured anywhere. And if you are a recent customer, or one of long standing, you are already aware of the value you will receive.....one hundred cents worth of iris of your own choosing, and the catalog just as you wish most to have it and as you have had it in the past.

We'll have to know your decision very shortly. Won't you take the necessary few seconds right now?

Cordially yours,

COOLEY'S GARDENS.

TO COOLEY'S GARDENS,
SILVERTON, OREGON.

Yes! I want the 1942 catalog in color

A dollar is attached to this coupon for which I will select irises when the catalog arrives. Please send me a receipt for this dollar by return mail.

THIS COUPON NOT RETURNABLE AFTER TEN DAYS Name _____
Street or R. F. D. _____
City _____ State _____

PRE-SEASON Iris Collections for Orders Placed Before March 10th

You can get the jump on the season by placing your order at this time. No second choices, no substitutions, with delivery at the very outset of the shipping season, in June. Many of these varieties will not appear in collections this summer and a few will not even be in the catalog. By ordering now, you are certain of getting exactly what you want, the cream of the crop, and the plants will have all summer to grow for you.

And here is something else . . . all who order from this list will definitely receive the 1942 catalog. Please understand, however, that these offers are not for early spring delivery. They are being made so that a certain volume of orders can be shipped out ahead of the rush season, and that means very shortly after they have finished flowering. You gain weeks of growth in your own garden. Later delivery will be made if requested. MARCH 10th IS THE LAST DAY . . . ORDER AT ONCE.

Any 10 for \$5.00

Your choice, one of a kind only.
Several of these sold out early in
the season last year. Postpaid.

- GOLDEN TREASURE, brilliant cream-orange.
- CHINA MAID, beautiful blended pink.
- FAR WEST, most popular salmon blend.
- LIGHTHOUSE, bright rose and yellow.
- MRS. W. JACQUES, buffy apricot pink.
- CHRISTABEL, big bright red, one of the best
- SIEGFRIED, largest cream and brown plicata.
- ORLOFF, sanded plicata of cream and buff.
- RADIANT, burnished copper, brilliant red.
- ROSARIO, lovely yellow pink, flaring falls.
- GLOWPORT, very rich red, also fall bloomer.
- EXCLUSIVE, delicate powder blue, large flower.
- BIRCHBARK, beautifully formed clean white.
- MISS CALIFORNIA, tall and very different pink.
- SANDALWOOD, blend of salmon and light tan.

(Or any of the \$3.00 group.)

Any 10 for \$3.00 All 20 for \$5.00

Your choice, one of a kind, labeled
of course. All finest stock, postpaid.

- ALINE, one of the bluest of blues.
- COPPER LUSTRE, the copper iris.
- JUNALUSKA, a copper red blend.
- DESTINY, inky bronze purple.
- ANITRA, big domed light blue.
- GOLDEN HIND, deepest yellow self.
- JASMANIA, big banana yellow.
- ITASCA, rich amethyst, small roots.
- ROSY WINGS, blend of rose and copper.
- BRUNHILDE, deep violet blue self.
- MARQUITA, ivory yellow, maroon veined.
- MOHRSON, dark hybrid from Wm. Mohr.
- AMITOLA, dusky pink and yellow, huge.
- SANDIA, big smokey pink blend.
- KALINGA, solid cream.
- SNOWKING, bold white of great size.
- SEADEEP, best blue bi-color.
- SHAH JEHAN, odd oriental blend.
- REBELLION, very deep blood red.
- NARAIN, clear indigo blue, white beard.

(Or any of those in the \$2.00 group.)

Any 10 for \$2.00 All 22 for \$4.00

Your choice, one of a kind, every plant correctly labeled.
Full blooming size specimens, postpaid to your door.

- CALIFORNIA GOLD, the great yellow.
- GUDRUN, giant white, orange beard.
- SIERRA BLUE, stately tall blue.
- HAPPY DAYS, largest of all yellows.
- JEAN CAYEUX, pale coffee tan.
- SPOKAN, rich chestnut brown.
- GOLDEN LIGHT, bright cinnamon gold.
- THE BLACK DOUGLAS, almost black.
- MELDORIC, huge blue-black.
- IMPERIAL BLUSH, tall blush pink.
- ETHEL PECKHAM, large bright red.
- VENUS DE MILO, clear creamy white.
- WAR EAGLE, one of the largest.
- JOYCETTE, deep maroon red.
- CRYSTAL BEAUTY, very tall white.
- NOWETA, small ruffled cream-pink.
- EROS, beautiful salmon pink.
- NARANJA, pronounced orange effect.
- CORALIE, bright pink and red.
- AUTUMN FROST, tall white fall bloomer.
- SHINING WATERS, perfect sky blue.
- GLORIOLE, pale icy blue, very large.

ORDER BLANK

**PRE-SEASON
IRIS SPECIAL**
Not Valid after March 10

COOLEY'S GARDENS
SILVERTON
OREGON

Ship to _____

St. or R. F. D. _____

City _____ State _____

Enclosed find \$ _____ to cover order indicated below.

Any 10 for \$5.00

- _____ GOLDEN TREASURE
- _____ CHINA MAID
- _____ FAR WEST
- _____ LIGHTHOUSE
- _____ MRS. W. JACQUES
- _____ CHRISTABEL
- _____ SIEGFRIED
- _____ ORLOFF
- _____ RADIANT
- _____ ROSARIO
- _____ GLOWPORT
- _____ EXCLUSIVE
- _____ BIRCHBARK
- _____ MISS CALIFORNIA
- _____ SANDALWOOD

Any 10 for \$3.00 All 20 for \$5.00

- _____ ALINE
- _____ COPPER LUSTRE
- _____ JUNALUSKA
- _____ DESTINY
- _____ ANITRA
- _____ GOLDEN HIND
- _____ JASMANIA
- _____ ITASCA
- _____ ROSY WINGS
- _____ BRUNHILDE
- _____ MARQUITA
- _____ MOHRSON
- _____ AMITOLA
- _____ SANDIA
- _____ KALINGA
- _____ SNOWKING
- _____ SEADEEP
- _____ SHAH JEHAN
- _____ REBELLION
- _____ NARAIN

Any 10 for \$2.00 All 22 for \$4.00

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- _____ SPOKAN
- _____ GOLDEN LIGHT
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- _____ CRYSTAL BEAUTY
- _____ NOWETA
- _____ EROS
- _____ NARANJA
- _____ CORALIE
- _____ AUTUMN FROST
- _____ SHINING WATERS
- _____ GLORIOLE

THE IRISES offered in this folder are described in detail in our 1941 catalog. Many of them are shown in full color. In making your selections now you will find the catalog of considerable value. Should you be unable to locate your copy, just drop us a post-card request and we will send you another. ¶ All those who ordered last year, or who place an order from this folder, will receive the 1942 complete catalog in May.